

Martin J. O'Malley
Governor



Gloria Lawlah
Secretary

Anthony G. Brown
Lt. Governor

DEPARTMENT OF AGING
Choice, Independence and Dignity for Older Marylander

FOR IMMEDIATE RELEASE

Contact: Wesley C. Wood, Sr.
wwood@ooa.state.md.us
410-767-2075

DEPARTMENT OF AGING UNVEILS NEW FACEBOOK PAGE

Baltimore, MD (September 26, 2011) – The Maryland Department of Aging (MDoA) announced today the launch of a new Facebook page, marking the agency's first foray into the realm of social media. The page is called, simply, **Maryland Department of Aging**. By using social media, MDoA intends to raise its profile and increase awareness of its events, programs, and resources. Moreover, the agency cited a need to reach out to other critical demographic groups because, increasingly, younger generations are tasked with caring for older family members.

"For our Department to do its job effectively, we must reach people where they are," said MDoA Secretary Gloria Lawlah. "By engaging the community through social media, we are making our excellent supports and services available to a wider audience, which means that more of Maryland's citizens are being helped."

With the addition of social media to its communications strategy, MDoA hopes to have greater contact with and feedback from its partners in the Aging network. The MDoA Facebook page can act as an electronic bulletin board so interested citizens across the State can easily locate helpful information on a range of topics. MDoA encourages the submission of content by its Area Agency on Aging (AAA) partners, other entities in the Aging network, other State agencies, and anyone with information deemed to be of value to its customers. Content can be in the form of government notices, flyers about public events, interesting stories or articles in the media, profiles of extraordinary seniors, or to mark a special occasion and observe a special day. Any requests to submit content for the MDoA Facebook page should be directed to wwood@ooa.state.md.us.

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The Maryland Department of Aging (MDoA) is responsible for administering community-based long-term care programs and services for older Marylanders, evaluating services needed and determining the extent to which public and private programs meet those needs. With input from seniors, caregivers, and the local Area Agencies on Aging (AAAs) who provide access and information to services, MDoA establishes priorities for meeting the needs of older Marylanders and advocates for frail and vulnerable seniors. For more information on programs and services, visit <http://www.aging.maryland.gov> or call 410-767-1100.